Instant Traffic Shortcuts

About Richard Legg

Richard Legg is a former physicist turned internet marketer and consultant.

Having worked full time online since 2007, Richard got his start while studying for a physics masters degree in University and has been marketing online successfully since 2004.

Specializing in search engine optimization and traffic generation, his scientific "step-by-step" approach to marketing enabled him to build a six figure business (from free traffic) in his spare time, before graduating.

After realizing the potential of an online business combined with the freedom of being his own boss, Richard decided to pursue internet marketing full time.

Using his step by step systems, Richard has helped countless people generate their first income online, and he strives to teach others the exact systems he uses to build his own business.

For more information and training from Richard, please visit:

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About Willie Crawford

Willie Crawford is a corporate president, published author, seminar speaker and host, tele-seminar speaker and host, retired military officer, karate black belt, network marketing trainer, and lifetime student of marketing.

In addition to having written and published a best-selling cookbook, Soul Food Recipes Learned On a North Carolina Tobacco Farm, and a best-selling inspirational biography, "Git Off The Porch", Willie has written over 250 articles on building a successful Internet-based or home-based business.

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Willie Crawford: Hi, everyone. This is Willie Crawford and I'd like to welcome you to another episode of Willie Crawford Teaches Real Internet Marketing. Today I am joined by Mr. Richard Legg.

I have known Richard for awhile off and on. I've seen him at seminars and conferences. He is also a member of a private membership site at the Internet marketing Inner Circle. I get to communicate with him a lot. I also noticed him because I compete in quite a few affiliate sales contests. I do a lot of things to try to get good position in the search engines. I notice people who beat me out sometimes in the search engines in various ways.

Richard is one of those people who I see his name popping up over and over again. I see URLs of his popping up over and over again. When I got the opportunity to interview him for you today, I just jumped on that. Richard is a 26 year old with a master's degree in physics. He started in Internet marketing when he was still in university.

He basically says that he applied experimental testing methods from physics to marketing finding out what works and what doesn't based on real data and results and not just theory. He has been studying SEO and traffic generation for over five years now. He says that things are constantly changing, but there are some constants and we are going to talk about all those things today, what Richard has observed works like gangbusters.

We will tell you how you can do some of the same things he is doing. With all that rambling, Richard, welcome to the show.

Richard Legg: Thanks, Willie. It is a pleasure to be on the show.

Willie: I pick up a slight accent there. I thought you were from Washington State. Are you?

Richard: I live in Seattle, Washington, now, but I am originally from England. Then I lived in Ireland for about ten years before moving to the States about two years ago. My wife is from Seattle, so that is why we are here now.

Willie: Okay, so Seattle with an Irish/English accent.

Richard: My apologies to anybody who can't understand me.

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Willie: I publicized on Twitter and in my newsletter and on my blog, all over the place, that we were going to be talking about search engine optimization which is one of those topics that there is a lot of confusion about and it befuddles a lot of beginners in particular because it seems so mysterious. They do a lot of things and they don't seem to gain any traction in the search engines.

They read e-books and do things they think should get them some immediate traffic, but they don't see it. Why is SEO and traffic generation so difficult for beginners?

Richard: I think one of the main reasons is that people tend to go about it the wrong way from the start. When I first got started online, I was turning out Web sites up and running, trying to sell stuff. I would build the Web site and then I would try and get the traffic.

I think the key really if you want to succeed with the search engines is to switch that around and really figure out what you need to build your site around first. It is not very sexy, but do the research first. Get the hard work done and out of the way and you can build a good foundation to then build your site around that knowing that you are building it the right way from the ground up rather than putting a site together and then trying to fit your search engine plan around that.

It is fine if you are using some of that paid advertising or pay per click to put up a site and then try to drive traffic to it, but really if you want to use search engine optimization and get free traffic, you really need to sit down before you even register your domain name. You need to figure out what you need to do to build your site the right way.

Willie: That all makes sense. After you register the domain name and figure out the structure, even the words on the page should be based around the proper keywords. I know so many people just grab a niche at random or often just pick their name and throw up a page and try to figure out what they are going to sell. Then they start trying to figure out how to get traffic into the search engines. That is all backwards, isn't it?

Richard: If you are using it that way you are really making more work for yourself than is necessary. I know it is a common trap that a lot of people fall into and it is something that I fell into myself, which is why I try and teach the right way of doing things first of all.

You have to figure out what kind of terms that you need to be targeting first before you start building your site. Again, keyword research is an entire other section where you can really dig down and spend quite a

lot of time, but it is well worth doing it. If you put the time in now then it becomes a lot easier when you start building out your site and generating back links to your site when you know you are targeting the right terms from the get-go.

Willie: We mentioned that you come from a scientific background, so you look at search engines and the fact that it is really just a software program. The search engines aren't humans that make up their own mind as to what they are doing. They have to follow what is programmed into them. Is that correct?

Richard: Exactly. It is basically just one big huge algorithm. While nobody actually knows the exact algorithm, Google has their own algorithm and they don't make it public, you can kind of infer what they are looking for. You can see that predictably the same things appear over and over again in the top search results.

If you can reverse engineer the algorithm, you can break it down into a step by step formula which you can then apply. Once you have that system broken down, you can follow the steps anytime you want to and then see predictable results every time rather than just throwing up a few articles here and there randomly and hoping that something sticks.

The key really is to find out what that system is and then follow it in a step by step fashion. Like you said, I come from a physics background. Everything that I had to had to be very, very well documented, broken down into discreet steps, so that I would know what to expect on each step and I would know the end result at the conclusion of the experiment.

I treat search engine optimization the same way. I would test one element. See what kind of results it gives me. If it gives me an increase, that is well and good. That is something that I would add to my system. By the end of it, I would have a series of steps, kind of like a blueprint that I can follow and go through whenever I am building brand new sites.

Willie: That is excellent. You mentioned keywords and keyword research. That is one of those things that a lot of people would probably prefer not to do. It is hard work and it is not fun. It is tedious and all that stuff.

Actually, you and I, knowing that is where the real profit is, probably enjoy it more than a lot of people do, too. How and why should people do research? What is the right way to start it?

Richard: I tend to enjoy keyword research. I am a bit of a numbers geek when it comes to things like that. I get excited when I find a good keyword that I know I can rank well for, and drilling down and finding different keywords, like sub keywords, in a marketplace. Then you see from the numbers how easy it is to rank for it.

It takes away so much of the guess work. I think one of the main things that people tend to focus on apart from the wrong keywords, is they don't go for what I call the buy-in keywords. If you have something online that you are trying to sell, then you really need to focus on keywords that show some kind of intent from the end user that they are willing to spend money.

Anything that has keywords with 'free' or 'cheap' may not be the best ones to go for. An example is the dog training market, something that Internet marketers use quite frequently. If somebody is looking for something such as a dog training guide or dog training book or dog training videos, these all suggest a little more that the buyer is going to be willing to pay for something. They don't expect to get a book for free so they are performing a search with the intent of perhaps spending money at the end.

Whereas, if somebody is searching for something like 'free dog training tips' or even just 'dog training tips' they may just be going to Google to use it as a free research tool. One thing is to really clarify between the buying keywords and the non-buying keywords.

Willie: That makes sense. You are getting into the mindset of what is this person really looking for when they enter those keywords into a search bar.

Richard: Exactly, so you can figure out whether they are a potential buyer or somebody who is looking for free information. Some people prefer to pay for information so they don't have to work for it and find it. Those are the people you want to be targeting.

You can expand your keyword list later on, but when starting out I always tend to try and focus on the buying keywords if possible.

The next thing I see particularly in non-Internet marketing fields is that people choose keywords that are just too vague. For a lot of big markets, if you are in the real estate market for example, you see people trying to rank for that term 'real estate.' Number one, that is going to be almost impossible to rank for. It is going to take a lot of time and a lot of money to make any headway with that at all.

The problem with that is that even if you do get a number one position, after all that time and energy, the traffic is very, very untargeted. You don't know if it is people looking to buy real estate, sell real estate, become a real estate agent. You really want to dig down and make your keywords as targeted and specific as possible.

For example, if you are a real estate agent in Florida, and you specialize in a certain type of real estate, whether it is commercial real estate or waterfront real estate, then those are the kind of keywords that you should be targeting. You should be looking for your target market who is going to be your buyer.

Even though the keyword 'real estate' gets probably hundreds of thousands of searches every single month, not everybody who types that in is going to be your target buyer. Where somebody who types in 'Florida commercial waterfront real estate' are going to be much more likely targeted to whatever service or product you have to offer.

The benefit of that is you get targeted traffic plus it is so much easier to rank for those kinds of terms, the longer tail terms which are much more targeted.

Willie: For those who aren't familiar with long tail keywords, if they thought of a distribution curve where the most often searched words are right on the highest point of the curve, but the ones that are rarely searched for are out on the tail of the curve, that is where the term long tail comes from. They are keywords that get fewer searches but because of that they also have fewer people competing to rank on those terms.

They are also a lot more specific. If I was a realtor and I lived in Florida and I was selling single family homes to first time buyers, I would want to rank for 'single family homes for first time buyers Florida.' Somebody searching on that term would be looking for what I was selling and would be ready to buy.

Richard: That is it exactly. You need to make it as targeted as possible. The benefit is that if you go about this the right way even starting with the long tail keywords, eventually as you start building back links and building up the relevance of your site, then you will find yourself starting to rank for some of the shorter tail keyword phrases anyway.

You may just start off with 'Florida real estate first time buyers,' but then as you build up back links to that site with those keywords in it, you may find yourself ranking for 'Florida real estate' and other terms which are related as well.

I think people get excited by the search numbers. They think, "Oh, this one gets X amount of searches per month. That would be a great one to go for." When in reality it is much better to go for something that gets less searches and it has less competition and is much more targeted.

Willie: I suppose it also depends on what they are selling. If they were selling something like aircraft or something that had a very high margin for one sale, then you don't need a huge search volume.

Richard: If you targeted your keywords correctly, the people coming to your site are going to be your ideal prospects. You are going to be much more likely to turn that prospect into a buyer than you would with a vague, unrelated term.

Willie: I guess the people who target the vaguer terms are the people who have the AdSense-type sites where they are just looking for random traffic and don't hope to convert that traffic to buyers.

Richard: Exactly. Even with AdSense, if you can target that traffic much better then you will find it easier to rank your AdSense pages. If the advertisers are using whatever keywords to place their ads, you will find if you have lots of long tail pages popping up in the top ten search results, then you are going to get a lot more traffic than just trying to rank for vague terms which are very, very competitive.

Willie: We mentioned that keywords are work. A lot of people don't like doing the research, but there are tools that you can use that make the job easier. Do you want to share a few of your favorite tools with our listeners?

Richard: Yes, I actually like using free tools. I do have some paid tools, but I like to have tools that I can share in my training with other readers or my members. You have probably already heard of some of these.

The first one I use, pretty much my main one is the AdWords Keyword tool. You can find it pretty easy; just type into Google 'adwords keyword tool' and it will bring up the results. I really like this one now especially since they started giving out the exact search volume numbers. Before they had a little green bar which was more green if it was a higher search volume and it was less green if it was lower search volume.

It only gave you relative value whereas now they give you the actual monthly search volumes for different keywords.

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Willie: I think at one time you needed to have an AdWords account. You don't need to have one to access the external keyword tool, so that is what we are really looking for if you don't have an account yet.

Richard: You just type in 'AdWords keyword tool' in Google. The first link, I think, is the one to the free tool which you don't need to have an AdWords account for. I would suggest if you can to sign up for an AdWords account. There are some other free tools within that which you can use to help later on with testing and tracking.

Back to the keyword tool – one thing to note is it will give you the results in a couple of different ways. There are different search patterns you can use, such as broad, phrase match, or exact match. I'll give a quick description of each of those for anyone who is not familiar. The broad one will return the number of results that keyword appears in.

If we take the term 'real estate,' then that will count up all of the keyword searches where the term 'real estate' appears. That could be 'real estate agent,' 'buy real estate,' 'sell real estate.' With broad match you get a very, very inflated view of some of the primary keywords.

What I like to do is use the exact match option. This returns the search volume for specifically those exact phrases. If you see a phrase in there that says 'Florida real estate agent' then you know that the search volume is specifically for that keyword. It makes it much easier to see a more accurate spread of results.

Willie: With the exact match do the words have to be in that exact order, too?

Richard: Yes, in that exact order. Sometimes you will variations. You can type a broad one in the search box. If you are looking for 'Florida real estate' you just type that in the box and you may get different variations. But each variation will show up individually so you can see which of the individual variations get the most traffic.

Willie: With that external tool, the one thing I like to do is I like to actually download the results. It will let you download an Excel spreadsheet with the results. You can save those keywords and manipulate them and look at what the data means later if you want to set your spending time down the site.

Richard: Exactly. I have tons and tons of spreadsheets downloaded for further analysis, but like I said I am a numbers geek. They give you the tools. Google helps you with your marketing if you know how to use their

tools. They are a business too, so they give you everything they can to help their business.

Willie: They are in the business of selling advertising, so they want the savvy person to use them as much as possible. Do you use other tools though?

Richard: Another one which gives search volume is Free Keywords from WordTracker. The URL is www.FreeKeywords.WordTracker.com and there is a fairly new version if you add a /gtrends. This is a new version of the WordTracker tool. It is not quite as accurate as the Google keyword tool because it uses a lot of different data from different search engines.

If you use the Google Trends version, you can see a list of the different keywords. There is a little button to the right which you can click on and it will show you for that keyword the number of competing pages in Google and the estimated traffic you can expect to receive from a number one position in Google.

It is a good way that I use to cross check different terms to quickly see what the competition is like. I can see how pages there are ranking for that particular term and how much traffic I can expect to get from the number one position.

A lot of these tools are used to cross check and verify data. I found the Google one to be the most accurate one. It is always useful to cross check. If you see one keyword tool is giving you a hundred thousand searches a month, but another one is only showing 1,000, then the chances are there is some discrepancy there. I would always cross check just to make sure.

Willie: Do you sometimes use Keyword Browse or KW Browse?

Richard: Yes, that is another one – www.KWBrowse.com. It is a good tool for getting related terms you perhaps haven't thought of. When you type in a keyword, say 'dog training' it will give you two strings of results. One would be directly related terms that contain 'dog training.' It could be 'dog training book,' 'dog training videos,' 'dog training guide.'

But another string would give you related terms related by theme. For example, the dog training could be 'puppy training' or 'common dog trainer' or 'cat training.' These are the kind of related terms you may not have thought of which you can then drill down and dig down and find some really, really good keywords in there.

Willie: I use that tool myself. It suggests relationships and it lets you go off on tangents if you want to, and maybe find something that there are a lot of searches on, but a lot of other people would not think of when they think of that particular keyword. It is a very, very helpful tool. I have found it very helpful.

We have quite a few people on the chat room now. I know a lot of them, because I have communicated with a lot of them, are relative beginners, although some are old timers. Some are just now starting to build their Web sites. Looking at building your Web site, what is the quickest way for a beginner to build a Web site and make it search engine optimized, or build it in a scientific fashion I guess is what I am trying to say?

Richard: The thing I use the most and probably the easiest way is just using a quick WordPress blog set up on your own hosting account. That is a great way to get started. Search engines love blogs. The reason being is the content is often updated. It is fresh and unique, but it is also very, very highly organized and you can keep it very, very highly relevant.

At the end of the day, the search engines want content that is relevant, unique, and really tightly organized. Their end goal is to please the searcher who comes and types in whatever keyword phrase. If the searcher doesn't get what they are looking for, they are going to stop using that search engine. Blogs really help you give Google what they want in terms of a content platform that is very, very easy. It is very easily organized.

Willie: You touched on it being highly or tightly organized. I think our listeners may not have focused on that. I see so many people with blogs that are on 50 different topics. You are saying that it needs to really focus or at least the sessions of the blog need to focus on a specific topic. Is that what you mean?

Richard: Yes, if you have different categories or content that could fall into different categories, then you should try to split the individual posts up and put them in smaller focused categories. If you have a section on dog training articles, you want to have those in the dog training category. Have cat training in a separate category. Everything is very, very organized so that it makes sense in terms of someone coming to that site. They can find what they want and they can navigate within that one category.

The results are very, very relevant within that category.

Willie: Are you a big WordPress fan then?

Richard: Yes, I am a huge WordPress fan. Pretty much all the content sites that I get would pretty much be a WordPress platform. If you have a control panel or cPanel with your web host that has Fantastico plugged in, with two or three clicks it will install a WordPress blog for you. It is very, very quick and very, very easy. Compared to the old way of creating static HTML pages, one for each page, and trying to link them all together, it is just so much easier to use a blog, especially with a lot of the plug-ins you can use to help with optimizing your site.

Willie: Excellent. I do the same thing. I use WordPress. I go back and optimize it with both plug-ins and just changing some settings in the control panel so that when I make a post, the post contains my keywords which are usually categories named after keywords or things like that. It is very, very powerful.

I have studied SEO for quite awhile myself. In fact, I used to do it for a living. I would charge people to try to get them in the top search engine position back right around the turn of the century. People would come to me and tell me they wanted to rank for terms like 'screensaver' and 'free e-mail' and things like that, very unfocused.

I actually took on some of those customers for whatever reason. Maybe I needed the money back then. I don't do any of that now, but I know that what is important in SEO changes from time to time. There are like two broad categories of factors. One is what is on page or on the Web site itself. The other one is off page. Do you want to touch on those? What do people need to include on their Web page or things that are completely under their control because it is on their site?

Richard: The first thing I would suggest before doing anything is doing your research. Then once you have found a keyword that is potentially rankable, is to go out and find a domain name that actually has your keyword in it exactly if possible.

I would choose either a .com or a .org extension. For some reason .org extensions rank very, very well, sometimes even better than the .com extension. I am not sure if that is because a lot of .org extension would be more non-profit, charitable, or government kind of Web sites.

Willie: I use .org a lot myself. The reason I do is because people think org means organization so they think something official. When I was first trying to use them it was because I was told that they sounded more trustworthy, so that is part of my reason for using them. I have noticed that search engines rank them highly, too.

Richard: You definitely want to use them. Some people suggest getting .info or .net. I personally wouldn't. You see a lot of spammy sites, particularly made for Adsense sites coming up with .info extensions. They don't seem to rank as well in Google. I would stick with .com or .org, or maybe even get both.

When you are working with the search engines you don't need to worry about people typing in the domain name if you have a .org extension as if you are advertising that offline. A lot of people will use the .com by default. Online, people are just clicking away on that link anyway, so it doesn't really matter about the extension.

Quite often I would use a .org over a .com. One is because it ranks well and often because I can't get my keyword rich domain name exactly as I want it with a .com, so I go for the .org.

One of the things you should do is to get the keyword exactly. If you do that it does make quite a bit of difference on Google. I have actually tested different things, even having a plural version. You have your keyword and then your keyword with an 's' at the end. Even though it looks like it is exactly the same, it does seem to make a difference. Try to get it as exact as possible.

You can also use hyphens if all else fails and you can't get a .com or a .org with your keyword. You can use hyphens to separate it. It is fine for the search engines. Again, I wouldn't use it if you are using a domain name that you are telling people about offline because it makes it too difficult to mention. Online it is just one of those things that works. People are clicking it anyway so you don't need to worry too much.

Willie: You did mention the .info. I think one of the reasons a lot of people who are throwing up tons of Web sites use those because they are sometimes cheaper and they are just throwing fodder at the search engines. They just want volume and domains.

The search engines, like you said, have recognized this happening, so they seem to penalize the .info domain names.

Richard: Exactly, with search engine optimization, you really don't want to try and game the system. Obviously there are steps you want to take to rank quickly and rank highly, but anytime you try and game the system, Google eventually catches up. Those types of techniques become redundant.

One other thing to mention with choosing your keyword rich domain name, if you already have an existing product or Web site up for sale, you have the product name as the domain name, that is fine. What I would suggest is perhaps creating a different site, a content site, based around your keyword rich domain name which you can then use to funnel traffic to your money page.

It is going to be much easier to try and rank a domain name that is very, very keyword rich than it is to try to get traffic to something that is not as targeted.

Willie: That makes perfect sense. Let's talk briefly about how a beginner, someone just starting out, or even an experienced person who makes mistakes, should be optimizing their Web page. I see even seasoned people making major mistakes actually.

Richard: Probably the most important factor is going to be the title tag that you use on the page. It is best to have your keyword or your keyword phrase if it is more than one word, to have that at the very, very start of the title tag. Then try and get perhaps a secondary keyword phrase in afterwards. But keep it less than about 65 characters. Anything more than that tends to get…in the search results it won't show anything after that.

You want to keep the title tag that has your keywords at the very, very start and it is short and succinct, about 65 characters.

Something people don't really talk about a lot which is the meta tags. They used to be important but from a search engine optimization point of view, they are not as important now. One thing I like to do is create a meta description tag. The reason being is if you can get a good keyword rich description tag, you can actually make that look like a mini headline.

If you have it enticing, have a strong call to action within your description, that is going to encourage people to click through from the search results. I have actually been able to increase traffic to a Web site without an increase in ranking just by changing the description so it looks like a mini headline. It actually gets more people to click through.

That is one thing that I like to do. On creating content – you should be using H1 tags. You can probably find this on Google. Type in 'H1 tag.' It is essentially like a headline on your page, but again Google sees it as an important part of the page in terms of telling them what the page is about. At the very, very top, you use the H1 tag. Include your keyword in it.

Then you can use H2 tags which are slightly less important. Use these for subheadings throughout the page. You want to make sure you are using your keywords in your first and last sentences and throughout your copy as well.

In terms of keyword density, I find for my own site that I can get away with five percent keyword density. So for every 100 words, your keyword or a very similar keyword could appear five times.

Willie: If you get much above that, it is going to appear unnatural?

Richard: Yes, if you start stuffing in it would not be natural. I don't think there are any hard and fast numbers. Around five percent I have found is good. If you then take that content and submit it to article directories, you may need to trim it down a bit because they would consider that perhaps keyword stuffing and may reject your article.

For you own Web site I found that about five percent works quite well. You can also bold and italicize one or two occurrences of your keyword. It adds emphasis to those keywords. It is just another little step that shows Google that your page is relevant for that particular keyword.

Willie: You mentioned the title and the description early on. I use to teach my students to think of that title and description as if they are writing an ad. Often the search engine listings will show just as they put it. The title will appear as the headline and the description is like a subhead explaining why the viewer of the listing in the search engine will want to click through. It is in effect an ad.

A lot of search engines do list the title and the description exactly as you put them in there.

Richard: It is very, very important. If you look at the AdWords ads on the right side of the page…this is kind of off topic…but when creating an AdWords ad, Google gives you a good quality score for relevance. Having your keyword in the title of your ad, having a good description, gets a high click through rate. That is going to give you a better quality score and lower cost per click. That is what Google is looking for. If you can do that with your on page optimization, that can really help as well.

Willie: There are things you can do like an alt text tag behind images. That was originally included in the design so that some person who is visually impaired who is surfing the Internet who can't see the pictures, but has a text reader can still tell what is on the page.

Do those things matter that much?

Richard: Again, they are not as important as title tags or H1 tags, but the whole thing with SEO is that there are lots of little baby steps. There are lots of little things that all add up to the whole. You want to do as many of these as possible. If you have one or two images on your page, use the alt text to write a keyword rich description, just something short. Don't stuff it with keywords.

I have seen people basically putting hundreds of keywords into the alt text. Something that describes the image, but has a keyword in it. Also try and name the image, something like keyword.jpg instead of something irrelevant like image001.jpg.

Willie: There will be people who are searching on the search engines who search for the term and for whatever reason they click over and search on the images rather than the Web pages. They would find your site by doing an image search, wouldn't they?

Richard: Exactly, so all these little things are just trying to give you the best possible chance of ranking. There are very, very few things that will make or break an entire campaign, but as many positive things that you can do as possible is just going to help you.

Willie: Is there an ideal length for a Web page? I have a tendency to write very long articles and drag them on and on and on. I have noticed other people like very short Web pages. Is there an ideal there?

Richard: When using blogs, a lot of people come to a blog for content. They want something that is easily digestible, something they can skim through and pick out what they need. To try and satisfy both the user and the search engine I suggest keeping it kind of short, anywhere between 350 and 400 words minimum. Not too much longer than 600 words per page of content.

Again, you can break that up for the reader with subheadings and images just to make it look more attractive. If you have a block of text that is 600 words long, then people aren't going to stay on that page for too long.

Willie: This is really, really exciting. Do you break your blog posts up with videos and photos and things like that?

Richard: Not so much with videos. Videos are good and using YouTube videos or Google Video, if it is relevant it can actually help your rankings as

well. It may be something else that will give you a little boost, like using different RSS feeds on your page. It can give you a little boost.

In terms of your overall content, something around 400, 500 words is fine. Break it up using the H2 tags or subheadings. Have some images in there. Also, link to other related content pieces on your site so they will be within the content and usually it is anchor text to link to a specific page.

Whenever possible, you want to use the anchor text as much as you can. Even if you have your navigation, don't just have a link to your homepage saying 'homepage.' The link text should be something like 'keyword home.' It should be something like that instead so that all the links going to individual pages have the keyword in them in some form or another.

Willie: Excellent. Those who study search engine optimization like you do, a lot of them talk about how page rank is passed from page to page. They know that Google looks at the rank of the page that is linking to the page which we are going to talk about page factors in a minute. I guess that is one reason you would want to link to other pages on your site so that you can pass along some of the high page rank and create external links to your own pages within the site.

You should also link to your home page so that it is easy to find the home page. Do you use site maps?

Richard: Yes. You can use plug-ins to create site maps for your blog. Every time you create a new post, it updates the site map. I think it pings Google as well and different services to let them know. The site map is just basically something that search engines can come on. It is a standard format, kind of machine code that they can come and read through. They can see every page on your Web site so they can go through and call it and index it.

It is a great way of getting all of your content indexed very, very quickly. If you are linking to an internal page as well, which you should be, it is going to help you index the content much quicker as well as build up the rank for each one.

Willie: The XML site which is created by the plug-in helps the search engine to find all the pages on your site.

Richard: The search engine may come across your site from a link somewhere else and may land on one page, but obviously you are going to have more pages on your site, so a site map is going to be a great way for

them to go out and find those pages very, very easily so you can get all of your pages indexed quickly and easily.

Willie: Let's talk off page factors if we could which I understand is one of the quickest ways to get ranked in the search engines. What are some important off page factors? What are the most important off page factors?

Richard: Essentially, the biggest one for Google is getting links to your Web site. You want to be building as many relevant back links as possible. Obviously you want to have your on page factors taken care of first so when you start building links, Google sees your site as relevant.

That is the thing that really helps you get as many links from many relevant sources as possible. And when getting links you want to link to all pages on your Web site, not just your home page, but also to your inner pages as well.

The quickest way to do this is probably writing articles to the major directories like www.eZineArticles.com or www.GoArticles.com. They usually give you two or three links back which you can include in your signature box.

I like to have an anchor text link that would go back to my related blog post. Then I would use a regular URL link which goes back to my home page. That way I am building a link to my home page and to my internal pages as well.

Willie: Deep link is what I have often heard it called where again, you don't want to link to external places to just your home page, but you want to link to other relevant pages. If you have a resource on your site or an article or whatever on your site, maybe your bio, you want to link sometimes from external places to those pages because that looks more natural I suppose is one of the biggest reasons.

Richard: Definitely. If all of your links are going to your home page and you have a couple hundred pages on your site, but none of them are getting links, then it is looking like you are not really doing your links in a natural way.

One of the benefits of linking back to the related blog post, let's say you have an article on dog training. You are going to submit that article to your blog and maybe perhaps a rewritten version to the article directories, you are going to use the same kind of concept for creating the article page as for your blog post. The article is going to have a

keyword rich title. It is going to have keyword rich content. And it is going to have links back to your site.

That link is actually going to count. Google will see that we have a dog training blog post and it has a link from another page which has dog training in its title tag which has dog training keywords in its content. Google sees that link as very, very relevant as well. It adds a little bit more power to that link coming through. Does that make sense?

Willie: Yes, it sure does. I know from watching you online, again I mentioned early on that often we will be selling some of the same affiliate products. I will try to get position in the search engines because I know a lot of people who buy affiliate products during a big launch get excited. They just type in the product name and whoever is first in the search engine will often get just random sales because the person is just looking for the product and who has something to say about it.

I know from that and watching you that you are often in the search engines early and you are all over the place. It is not unusual for you to have many of the top ten positions in the search engines. Do you want to share some of the peripheral Web sites that you use from time to time to help you do that or some of the tools you use for doing that?

Richard: Sure. Basically what I try to do is repurpose content as much as I can. People think that in order to get these top ten results you need to have ten different pieces of content. But you can essentially do it with one article and create a few variations of that.

There is a free tool you can get at www.JetSpinner.com. This allows you to very easily create unique variations of a piece of content. You type in one paragraph and you can create two or three variations of that paragraph. It will spin the article into hundreds unique different versions.

I go to www.Squidoo.com and I create a page there with one or two pieces of that unique content. I would go to www.HubPages.com and create another piece there. From that site I would then link back to my blog on my content site. With those two resources you can also include your blog's RSS feed as well so you have more back links to your Web pages.

You can take that same article and you can turn it into a PowerPoint presentation. You can then record yourself as a video talking through it. You can turn the article into some bullet points and talk through it and create a video. Then you can upload that video to multiple directories.

There is a free service which is www.TubeMogul.com and that would submit that same video to about 21 or 22 different video sharing sites. You can then take your PowerPoint, upload it to www.SlideShare.net. From your video, you can take off your audio and create an MP3. You can upload that to places like www.PodcastDirectory.org or www.PodcastingNews.com.

You can take your blog RSS feed and there are RSS aggregators like www.Feedage.com or www.FeedRaider.com . Then you can go and bookmark all of these different submissions with a site like www.SocialMarker.com. You are taking this one piece of content and turning it into a few different variations and then repurposing it in different formats. Then you distribute it in as many ways as possible. Press releases are another good way.

It really cuts down on the workload.

Willie: When you talked about taking your article, creating some slides, and basically reading the slides to make a video. Then you create a video and audio and feeding those. Do you use Camtasia for that?

Richard: I use Camtasia, but there is a free version which is www.CamStudio.org. Again, for a PowerPoint presentations you can use www.OpenOffice.org. All of this can be done pretty much with free tools. I do use software to help me automate some of this, but the point is you can take one piece of content and repurpose it in lots of different ways, submit it to lots of different sites.

You are grabbing all of those different spots in the search engines. No matter what somebody does, they are eventually going to come across your articles and your content at some point.

Willie: You mentioned all of these places, Squidoo, HubPages, and the different RSS and video sharing and slide sharing and podcast sharing sites. Do you link all of those sites back to one main site though?

Richard: Usually what I do is I have my main blog and I create content sites like Squidoo and HubPages which would then link back to the blog. Then for some of the more peripheral sites, I would perhaps link back to my Squidoo lens or link back to my HubPage. That way I am trying to build up the ranking power for each of those individual properties.

Willie: Okay, that was my real question. Are you trying to just push up the page rank on one site or do you want them all to rank so that you have

more high ranking pages in the search engines so therefore more likely that people will stumble across any of the sites?

Richard: Yes, try and get as many different sites up there as possible. Quite often you can link to both a Squidoo lens and your blog from your hub page. Each one would be getting a link. I find that a lot of times the Squidoo lens and the Hub pages, because of the authority that the root site has, they rank very, very quickly, but they can also fall off after awhile.

As long as you are doing consistent back links to your main content site, then your own site will stay up there long after some of the other sites have dropped off.

Willie: I have noticed the same thing that often you will put a Web page or a site and it will get indexed or spidered very quickly and be in the search engines in the top two or three. You check a day or two later and it has fallen to the second page. Often all it takes to get it back on the first page is some external links pointing to that other site and it sticks.

Sometimes it only takes a few additional links to do that, doesn't it?

Richard: You can even repurpose the same content again and create a new Squidoo lens or a new Hub page and then link back to your site again. I would consider trying to add content to different sites. If it is for an affiliate launch, stop adding stuff after that launch is over, but if it is for another type of content site, I would be trying to consistently add content to that site, and be building back links to that site as well.

Willie: Okay. For our listeners who are wondering where to start because you and I, we do this every day. We have been doing it a long time. You have been doing it for over five years. You are very scientific. We both know what works because we have done a lot of experimentation.

A lot of people will listen to us and say, "That all sounds easy, but where do I start?" What advice would you give? What is your best advice for new people who are just getting started?"

Richard: Probably follow a system and stick to it. Write down a plan of action of what you want to do and what you want to achieve, and then try to do something every day that goes through that system. Do something every day that is going to bring you some kind of traffic.

One example could be is you are going to sit down every day and you are going to write one article that you can add to your blog, then you

can perhaps create a rewritten version which you can submit to the major article directories. Submit it to some of the social media sites we have talked about. Then repeat that process and you can start turning those into videos, bookmarking them.

Essentially you want to be doing something consistently so you are going to see some predictable results. Search engine optimization is really a long term strategy. You can get results quite quickly and get good results quite quickly, it should really be a long term strategy that you are planning to build on every single day.

You want to first figure out what you need to be targeting, what keywords you need to be looking to rank for. Build a site around those keywords using some of the on page factors that we talked about and really try to build a strong foundation first and foremost.

Once you do that everything else tends to fall into place a lot more easily. If you don't sit down and plan out where you are going first, then it is going to be a lot more work trying to see your results if you see any at all.

Willie: You are too unfocused if you don't have a plan. A lot of people are just grasping for straws. Probably some of the things they are doing are counteracting some of the other things they are doing if they don't have a clear plan like you said.

Richard: Exactly, and I am finding myself the way I work that I need to have a to-do list, a plan to work through otherwise there are so many distractions online that it is really difficult to stay focused. If I have a plan then I know what step I am going to do at step one, then step two, step three. At the end of the day there is great satisfaction in seeing that to-do list and every single thing scribbled off, a line through it, and you've completed all those steps.

Willie: I know that before inviting you on the show, that one of the things I had seen was some of your additional training. I wanted you to tell people where they can get more information about what you do and maybe even how they could get some of your videos or things along that line.

Richard: I actually created a video series that is about 80 minutes long. I called it Instant Traffic Shortcuts. It is basically the same process I go through every single time I want to create a brand new Web site and I want to rank for it very, very quickly. These are some things I do and I have been doing it for nearly five years.

Quite often I can take a brand new site and get it on the front page in less than 24 hours. I was really intrigued to see if other people would do just as well. I created the videos and made them available to some of my readers. The results have been really encouraging. There was woman who said she got on the front page of Google in five hours for a blog post.

If you want to get these videos and see exactly what I do when I am building site, I am doing it the right way from the ground up. It is not available to the public yet, but anybody listening to this show can grab it at a hugely discounted price.

The address is www.InstantTrafficShortcuts.com/willie.

Willie: www.InstantTrafficShortcuts.com/willie. I take it that you also allowed some of the Inner Circle members to access an early copy of your video. I assume this is the same video training, the very detailed video training.

Richard: Yes, it is the same one I shared with the members.

Willie: Excellent, excellent.

Richard: I got some great results from readers so far.

Willie: We have another nine or ten minutes. I do want to encourage the readers and listeners – there will be people listening to this later and we will probably have it transcribed, too – to go over and check out www.InstantTrafficShortcuts.com/willie and see how you do the things you just covered in the interview step by step.

We have quite a few people on the phone. Did you want to take a question or two or did you want to cover some more material that I didn't think of asking you, or even telling us of what other projects you have coming up? I know that you are a prolific product creator for example. Do you have anything that you are rolling out soon that you want to show your hand on now?

Richard: My main traffic course would be at www.TrafficUncut.com. That is a big home study course. It is everything I know about traffic. That is what my main focus is right now.

Before we cover a little bit more, I want to talk really quickly about testing and tracking.

Instant Traffic Shortcuts

Willie: Okay, sure. Testing and tracking is one of those things that intimidates a lot of people or it just seems hard. It is actually like keyword research. If you just get in and do it, you actually start enjoying it, but go ahead.

Richard: Again, going back to Google where they have free tools, one that I like to use is Google Analytics. They basically install a piece of code on your Web site and then track where your visitors are coming from, what pages they are going to, what keywords they used to get there, how long they stayed on your site.

One of the easiest ways of getting more traffic once you have a site up is through Google Analytics. You are going through and seeing what keywords are bringing you traffic. You can go into your Analytics panel and they will tell you which keywords bring you traffic so you can see how much traffic they brought you.

I like to go to Google and search that specific phrase and see where I am ranking. If I know that I am in position number nine or something and this one keyword is bringing me consistent traffic, then I know that if I get up to the number one position, it is going to bring me a lot more traffic. So then I would go out and start building more back links to that one specific page.

This way you can really figure out what pages are bringing you traffic, what keywords are generating that traffic, and whether or not you can actually improve your rankings.

A lot of people create the pages and get traffic and they are happy to get traffic. If you can figure out which ones you can work on and improve, then just focus your efforts there and you know that the work you are putting in is going to bring you a reward.

Willie: That is excellent advice. Often the person in the number two or number three position may get 50 times as much traffic as the person in the number ten position, or heaven forbid, be on the second page. You talked about it earlier, but making incremental improvements in your process will often give you a huge, huge return. It is very much worth the effort.

You also touched on the fact that a lot of people put up Web sites and they are for a specific promotion. After that promotion is over with, they don't do anything with that site. I actually repurpose sites. If I see the site is already ranked in the search engines and it is gaining some page rank, I will often go back when I have related products that are

being promoted, I will use that site because I know that Google already loves that site especially if it is a blog.

It is so easy to just post articles, post promotions, post links to maybe your new sites from a site that ranked high on the last promotion. You and I are both about economy of effort, being organized and not wasting our efforts. I think it is great to repurpose your sites. Do you do that much?

Richard: I do to an extent. It depends. A lot of times it would be product name specific sites. Sometimes you can't repurpose it all that much, but if you have products that are constantly being promoted, you can use that to funnel traffic. You can maybe even create your own product in that marketplace. If somebody is looking for a review on product X, you can say, "I bought it and it wasn't that great, so I created my own product which is even better. You can find out more about that here."

You can then funnel that traffic from people who are searching for product X and then go and funnel that to your site and to your product.

Willie: That makes perfect sense. What we have basically covered today is your step by step system for taking a site and getting it very quickly indexed in Google. I will ask how do you get a site first noticed by Google? I often will post a link from a blog that is already indexed pointing to a new blog rather than directly submitting the site. How do you get a brand new site indexed?

Richard: One of the fastest ways I have found is through RSS aggregators. I create a blog, put up two or three pages of content, and then I take the RSS feed and submit that to places like www.Feedage.com or www.FeedRaider.com . You can probably find a whole list if you go to Google and search for RSS aggregators.

These sites are crawled very, very often by Google. If you can have your RSS feeds on those sites, then they are going to crawl your site very, very quickly. I got a brand new domain name up on the front page just by doing that. You want to make sure that your content on the site first of all is relevant and optimized.

Getting it indexed, RSS feeds are a very quick way of doing that.

Willie: I know a lot of people just throw a site up and wait for Google to discover it. They have no clear idea of how to get it first noticed. RSS aggregators is the perfect way to do it. In fact, when I mentioned blogs, most blogs have RSS feeds that the search engines are picking up as

quick as they are the basic static HTML pages. That is a perfect solution.

I also believe in dropping an RSS feed into places like Facebook because it is constantly crawled by Google. I want to go ahead and thank you for taking time out of your busy day in the beautiful northwest and sharing some of your tips. I know that if people actually take the stuff you shared with them and use it, it is going to make a big difference.

If they are like you and I where they are seeking that slight edge doing a lot of little things right that add up and before you know it you are on the first page of Google. If people just use what you shared with them, they will notice, their competitors will notice that they are outranking them and they are getting more traffic.

It is not complex. It is just doing a lot of things the right way. People can listen to the recording of this show. The MP3 will be available on the site in about five minutes. Anybody who joined the show late can listen to the recording as many times as you want. I encourage you to go over and check out Richard's videos, too, at http://www.instanttrafficshortcuts.com/willie .

He has a video there that is roughly about 80 minutes. It is very step by step. He shows you exactly what he does to get his site ranked in the top ten very quickly, sometimes in less than 24 hours after he first registers the domain name. I have known Richard long enough and well enough – often I am competing against him. I know the stuff he teaches works.

Richard, I want to thank you again for joining us on the show.

Richard: It was my pleasure.

Willie: I want to encourage our listeners to mark the show as a favorite prior to leaving the site, and also, reading some of the other things posted on the blog on the site. If you are on Twitter, share with the followers on Twitter that it was a fairly good show today. Encourage them to come over and listen to the recordings, too.

Thank you everyone for joining us on the show today.

Richard: Thanks again, Willie.

Willie: Take care.

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Richard, this is so clear!

There are so many things to think about when creating a website, and most people don't come close to doing what it needs to succeed. I am going through this video step by step, and **you had me hooked in the first minute.**

Step by step, not only what to do but also why, how and in what order. **I haven't seen anything like this… anywhere.**

I had given up on attempting to maximise the potential of our website myself, and decided to wait until I could pay someone who knew what they were doing to do it properly.

After a few minutes watching this I realised that wouldn't be necessary, so **I can only guess how much money, time and energy you have saved me**.

You've opened up a whole new world of possibilities. Great work Richard, thanks mate!

Rob Daniel
http://www.chocmint.com

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Over the last couple of years, I have purchased everything from $795 per month membership sites, to $27 ebooks (and everything else in-between), to help me to formulate my own internet marketing strategy.

Although everything I have bought has taught me something worthwhile, and none of the products have been bad enough for me to request a refund, I have often felt short-changed, because none of the products actually delivered everything they promised - they often felt as though they were holding some of the good stuff back!

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Cheers,

Gary Booth
www.processimprovementprofits.com

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I first met Richard in London at an internet seminar when he was studying for his physics degree.

I was impressed with his no-hype approach and enthusiasm for the internet marketing world.

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